

Conceptualizing digital products in the health sector - the potential of the cooperation between health professionals and design education

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This paper describes how the Strategic Design Master at Mondragon Unibertsitatea fosters university-professional cooperation through Real Life Learning Labs in the context of digital product conceptualization for the health sector.

Real Life Learning Labs are collaborative frameworks where multidisciplinary students work in real assignments under mentorship of researchers and industry professionals. In order to discuss the contributions of this approach, first, the groundwork which enables the collaboration between students, university researchers and health practitioners is presented. Second, one experience of cooperation for conceptualizing digital products is described. Finally, results of the experience of cooperation between the Strategic Design Master and health professionals are presented.

The assignment of the Real Life Learning Lab is described as a serious game that promotes the implementation of the person-centered care model in geriatric centers. This game is targeted to the assistant staff in geriatric centers and intends to train the skills inherent to the model of person-centered care. Given the educational but also playful nature that every game should have, it includes aspects of design and functionality which make it pleasant to use. The digital serious game invites you to play through brief challenges, displays the progress obtained and challenges the team along with feedback from the professional expert.

The results of the paper show that Real Life Learning Labs are an effective collaborative framework that allows training design students within the professional health environment. In addition, health companies seed ground for new ideas, while experimenting with innovative user centered design approaches, together with a limited expenditure of resources.

Keywords:

design education, digital products, industrial design, university-industry collaboration

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Webpages:

<http://www.mondragon.edu/mude/master/>

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